



# 2021 APS Advertising Rate Card

## SPACE RESERVATION

Company Name \_\_\_\_\_

Website \_\_\_\_\_

Contact Person \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City, State or Province \_\_\_\_\_

Zip/Postal Code/Country \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

If Applicable, Agency Name \_\_\_\_\_

Address \_\_\_\_\_

City, State or Province \_\_\_\_\_

Zip/Postal Code/Country \_\_\_\_\_

Contact Person \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

## PAYMENT OPTIONS

Invoice company \_\_\_\_\_

Invoice ad agency \_\_\_\_\_

Check made payable to APS  
*(When you provide a check as payment, you authorize us to use information from your check to make a one-time electronic fund transfer from your account or to process the payment as a check transaction. Funds may be withdrawn from your account the same day we deposit payment and you may not receive your check back from your financial institution.)*

Charge my credit card  
 VISA    MasterCard    American Express    Discover

Card No. \_\_\_\_\_

Exp. Date \_\_\_\_\_ / \_\_\_\_\_  
month                      year

Name of Cardholder \_\_\_\_\_

**Payment Terms:** Orders will be invoiced as they are received, and full payment is to be made within 30 days of the invoice date. Before any digital ad or logo can be posted, prepayment is required. Please contact **Rhonda Wilkie** for more details at +1.651.994.3820 or [rwilkie@scisoc.org](mailto:rwilkie@scisoc.org).

**Submit this application to:**  
 Brianna Plank  
 Director, Business Development  
[bplank@scisoc.org](mailto:bplank@scisoc.org)  
 +1.651.994.3819

## PHYTOPATHOLOGY NEWS (online PDF) Monthly Member Newsletter

	Non-Member Rates*		
	1x	3x	6x
Full Page	\$550	\$525	\$500
1/2 Page	\$350	\$325	\$300

\*APS Sustaining Associate Members receive a 10% discount.

**Note:** Ad sizes and specifications outlined on next page.

Issue Month \_\_\_\_\_

### Materials

New PDF      Repeat from previous month \_\_\_\_\_

### Table of Contents or Landing Page Ad

1 month: \$350	6 months: \$1,650
3 months: \$950	12 months: \$2,700

Month(s) \_\_\_\_\_

### Materials

New digital ad or logo      Repeat from month \_\_\_\_\_

URL \_\_\_\_\_

**Phytopathology News Ad Total \$** \_\_\_\_\_

## APS JOURNALS (print or online)

### Phytopathology, Plant Disease, and Molecular Plant-Microbe Interactions

	1x	3x	6x
Full Page	\$1,600	\$1,400	\$1,200
1/2 Page (Horizontal or Vertical)	\$1,350	\$1,150	\$950

Note: APS Sustaining Associate Members receive a 10% discount.

Journal(s) \_\_\_\_\_

Month(s) \_\_\_\_\_

### Materials

New Ad      Repeat from month \_\_\_\_\_

For Print-Select:    Color    Black & White    Bleed    Non-Bleed  
 For Online

URL \_\_\_\_\_

**APS Journal Ads Total \$** \_\_\_\_\_

## ADDITIONAL ONLINE OPPORTUNITIES

1 month: \$550	6 months: \$2,700
3 months: \$1,500	12 months: \$4,800

### Webpage

Plant Health 2021 Meeting Page      APS Calendar of Events Page

Month(s) \_\_\_\_\_

### Materials

New digital ad or logo      Repeat from month \_\_\_\_\_

URL \_\_\_\_\_

**Additional Online Opportunities Total \$** \_\_\_\_\_

## PLANT HEALTH 2021 MEETING PLATFORM

Meeting platform banner ad      \$2,200

**Meeting Platform Banner Ad Total \$** \_\_\_\_\_

**ADVERTISING GRAND TOTAL \$** \_\_\_\_\_

# 2021 APS Mechanical Requirements and Deadlines (DIGITAL)

All artwork files and URL link(s) should be sent to Rhonda Wilkie at [rwilkie@scisoc.org](mailto:rwilkie@scisoc.org).

## PHYTOPATHOLOGY NEWS

### Placement within online newsletter

**Deadlines/Dates:** Please inquire

**Circulation:** Nearly 5,000

**Format:** Full-color PDF

**Page Size:** 8.5" wide × 11" deep

Ad Sizes:	Width	Height
Full Page	7"	10"
2/3 Page	4.5"	10"
1/2 Page	7"	5"
1/3 Page Vertical	2-1/8"	10"
1/3 Page Horizontal	7"	3"

#### Ad Specifications:

- 300 dpi resolution
- Embed fonts and flatten all transparencies
- Text must be selectable to be searchable; selectable web and email addresses in the copy will be linked
- File should not contain hidden layers, masked text, bleed, gutter or crop marks
- Files must be set up at 100% size
- Ads submitted as media files provided in other programs or require any other work to complete, will be subject to production charges

### Placement on the *Phytopathology News* Landing or Table of Contents page

**Format:** Digital

#### Ad Specifications:

- 138 pixels wide × 200 pixels tall
- jpg, png, or gif (non-animated) accepted
- 72 ppi resolution
- 40 kb max file size

**Materials Due:** 20th of the month prior to the month your ad runs

**Note:** Ads will go live the first weekday of each month

## APS JOURNALS: *Phytopathology, Plant Disease, and Molecular Plant-Microbe Interactions*<sup>®</sup>

**Deadlines/Dates:** Please inquire

**Format:** Journal webpage digital ad

(one of the above unless specified otherwise)

#### Ad Specifications:

- 138 pixels wide × 100 pixels tall
- jpg or png accepted
- 72 ppi

**Materials Due:** Two weeks prior to the posted online date

**Note:** Ads will go live on the posted online date

## OTHER ONLINE OPPORTUNITIES

- Plant Health 2021 meeting webpage
- APS Calendar of Events page

**Format:** APS website page(s) digital ad

#### Ad Specifications:

- jpg, png, and gif (non-animated) accepted
- 72 ppi resolution

Plant Health 2019 meeting webpage

- 728 pixels wide × 90 pixels tall

APS Calendar of Events page

- 138 pixels wide × 200 pixels tall

**Materials Due Date:** 15th of the month prior to the month your ad runs

**Note:** Ads will go live the first weekday of each month

## PLANT HEALTH 2021 MEETING PLATFORM

#### Specifications:

- png or jpg
- Exactly  
300 pixels wide × 50 pixels tall  
600 pixels wide × 100 pixels tall OR  
1200 pixels wide × 200 pixels tall
- File must be under 400kB
- Non-animated

## APS CLASSIFIED ADVERTISING

- In the APS Job Center
- In *Phytopathology News*\*

**Format:** Job Listing

#### Ad Specifications:

- ~200 word description
- Job listing will be posted to the Job Center for 90 days
- Job listings *will not* be edited after they are posted

To post your job listing, please submit it to APS at [www.apsnet.org/careers](http://www.apsnet.org/careers). If you have questions, please contact the APS Placement Coordinator at [APSplacement@scisoc.org](mailto:APSplacement@scisoc.org) or +1.651.454.7250.

\***Note:** To include your posting in *Phytopathology News*, you must post it in the Job Center.

## 2021 APS Mechanical Requirements and Deadlines (PRINT)

All artwork files should be sent to Rhonda Wilkie at [rwilkie@scisoc.org](mailto:rwilkie@scisoc.org).

### Print Ad Specifications

When submitting materials for print, please adhere to the following guidelines:

**Medium:** Press-ready PDF preferred

**Platform:** MacIntosh

**Software:** Adobe Indesign, Illustrator, and Photoshop

**Format:** Composite PDF v1.3 (Acrobat 4.0 compatible). If possible, conform to PDF/X-1a. Print quality eps or tif also accepted.

**Resolution:** 300 dpi

**Trim Size (all publications):** 8-1/2 inches wide × 11 inches deep

- Four-color ads *must* be set up as CMYK (including all graphics)
- All fonts and graphics must be supplied by advertiser to Publisher
- Files *must* be set up to 100% of final output size, allowing 1/8" bleed for bleed ads. Keep live matter 1/4" from trim edges.
- Media files provided in other programs, or any other work required to complete the ad, will be subject to additional charges

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### APS JOURNALS: *Phytopathology, Plant Disease, and Molecular Plant-Microbe Interactions*<sup>®</sup>

**Deadlines/Dates:** Please inquire

Journal Ad Sizes	Width	Height
Full Page	7"	9-7/8"
Full Page Bleed*	8-3/4"	11-1/4"